

Cornerstone Plaza



COMPREHENSIVE SIGNAGE CRITERIA

November 1st, 2004



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SIGN CRITERIA

Owner / Developer / Landlord

Cornerstone Plaza LLC
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Project Architect

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Sign Consultant

Architectural Design & Signs.
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OBJECTIVE

PURPOSE & INTENT

It is the intent of the sign development standards, sign guidelines, and conceptual placement locations set forth in this section to maximize identification of the Cornerstone Plaza within the C district of the El Centro Specific Plan as a distinct planned community, and to maximize the visibility of individual commercial tenants within the Specific Plan area in a manner that compliments the overall image of the Cornerstone Plaza. The provisions of this Section set forth the requirements that apply to signage throughout the Cornerstone Plaza Specific Plan area.

SUBMITTAL REQUIREMENTS

Sign Program submittals shall include the drawings and details for review as specified on the application forms provided by the Community Development Director, including, as appropriate:

- a. Elevation(s) of buildings for which signs are being requested, showing design, location, size, and layout of wall signs. Elevations shall be drawn to scale indicating dimensions, attachment devices, and construction details.
- b. Site plan of the site for which signs are being requested showing building and perimeter with location of proposed and existing ground mounted and pole mounted signs, and elevations showing proposed design and dimensions of signs..
- c. Section through letter and/or sign panel showing the dimensioned projection of the letter face and/or sign panel. The method of illumination shall also be identified.
- d. Written approval by Developer / Landlord.



Sign Styles

Creative and imaginative signage is strongly encouraged and will be the standard for Owner's review/approval of all sign design submittals.

There are many acceptable sign treatments, however a mixed media three-dimensional approach combining several different fabrication and lighting techniques is preferred.

Tenants are strongly encouraged to consider the specific architectural style of their facade, the overall concept of the project, the scale of the proposed sign and the critical viewing angles and sight lines when designing appropriate graphics and signs for the storefront.

Note that specific locations and surrounding architectural treatments can limit the maximum sign height and length, which may differ from the general guidelines proposed above.

The Owner reserves the right to approve or reject any proposed sign on the basis of the size, placement, and/or design.

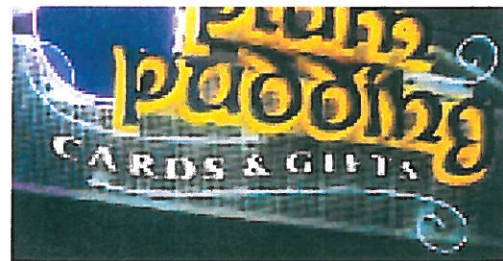
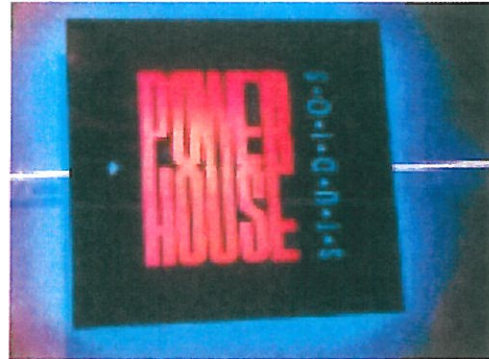
Acceptable sign styles include:

1. It is the intention of this Criteria, to permit standard illuminated Channel Letters.
2. Front and halo illuminated channel letters.
3. Mixed media/3-dimensional signs using images, icons, logos, etc.
4. Mixed media, 3-dimensional signs painted gold, silver or copper leaf.
5. Halo illuminated letters, 3" deep minimum.
6. Dimensional geometric shapes as a mixed media sign*
7. Individual letters mounted to hard canopies, eyebrows or other projecting architectural elements.

*Mixed media signs are signs employing two or more illumination and fabrication methods.

For example: Halo lit reverse channel letters with fiber optic accents. Although simple rectangular cabinet signs are generally not allowed, mixed media signs may be composed of several elements, one of which may be a cabinet. However, the cabinet sign should not exceed 50% of the total sign area.





TYPE STYLES & LOGOS

The use of logos and distinctive type styles is encouraged for all Tenants signs. Sign lettering should be combined with other graphic and or dimensional elements denoting the type of business. The tenant may adapt established styles, logos and/or images that are in use on similar buildings operated by the tenant, provided that these images are architecturally compatible and approved by the Owner. The typeface may be arranged in one (1), two (2), or three (3) lines of copy and may consist of upper and/or lower case letters. The Tenant should identify trademark protected type and marks in their sign submission to assist the Owner in the review process.

LIGHTING

Tenant signs should be creatively illuminated, using a variety of lighting techniques. One or more of the following are allowed:

1. Front and halo illuminated channel letters.
2. Halo illuminated pin-mounted reverse channel letters.
3. Reverse channel neon with silhouette illumination.
4. ~~Fiber optics.~~ **OK**
5. Incandescent light bulbs.
6. Internally illuminated signs with seamless opaque cabinets and pushed-through lettering.
7. Cove lighting.
8. Exposed neon as accents

All front lighting must be baffled and obscured from direct visibility with recessed channels, which are fully integrated into the building facade elements. Decorative shrouds or housings, custom designed and fabricated to maintain or enhance the architectural integrity of the building may be used to conceal "off the shelf" standard fixtures subject to Owner's approval.

COLORS

The following guidelines are for selecting colors of Tenants signing. The project and the individual building facade will consist of a variety of colors and materials. The Owner encourages the tenant to consider these colors when choosing his sign colors.

Signs may incorporate regionally and nationally recognized logo colors. Sign colors should be selected to provide sufficient contrast against building background colors. Sign colors should provide variety, sophistication and excitement. Interior of open channel letters should be painted dark when placed against light backgrounds.

Neon colors should complement related signing elements.

Primary project Identification.

- This project will consist of the following Free Standing signs.
- A) One double faced freeway oriented pylon sign 40' high with a maximum of 250 square feet of sign area. See exhibit 1. (Project has a freeway frontage of 900')
 - B) Two double faced Project and Tenant identification monument. See exhibit 2.
 - C) Exterior Tenant identification signage to the two Office buildings. See exhibit 3.
 - D) Exterior Tenant identification signage to the Pad buildings. See exhibit 4.



Pad Tenant Signage

The maximum allowable sign area for Pad Tenants is not to exceed ^{ONE} 1 square foot per linear foot of tenant ~~store~~ frontage, up to a maximum of ²⁰⁰ 200 square feet per elevation. Tenants with building elevations facing multiple exposures such as a parking lot or street, may incorporate additional signage per elevation. - ~~the~~ SIGNAGE IS LIMITED TO A MAXIMUM OF (3) ELEVATIONS

~~The maximum allowable letter height is not to exceed three (3) feet (36").~~

Office Tenant Signage

The maximum allowable sign area for Office Tenants is ^{1:5:1 WITH THE MAXIMUM AREA BASED} 1:5:1 WITH THE MAXIMUM AREA BASED ON THE LINEAL FOOTAGE OF THE BUILDING ~~foot of tenant store frontage, up to a maximum of 120 square feet.~~
~~Tenants with building elevations facing multiple exposures such as a parking lot or street, may incorporate one (1) additional sign per elevation only with prior approval of Owner / Landlord.~~

The maximum allowable letter height is not to exceed 2'-0"

~~The maximum sign area allowed for Eyebrow Identification Sign is 50 square feet~~
~~The maximum letter height for an eyebrow sign is not to exceed 1'-6"~~

The overall width of any sign shall not exceed 75% of any uninterrupted architecture treatment or leased frontage whichever is smaller.

THE FOLLOWING SIGNS AND ELEMENTS ARE PROHIBITED

- A. **Immoral or Unlawful Advertising.** Exhibiting, posting, displaying or causing to be exhibited, upon any sign, anything of obscene, indecent, or immoral nature or unlawful activity shall be prohibited.
- B. **Animated, Audible, or Moving Signs.** Signs incorporating moving, swinging, rotating, noise making, flashing, blinking, scintillating, fluctuating, or otherwise animated parts or lights, used to attract attention for the purpose of promoting (either directly or indirectly) the sale of products or identifying a tenant, shall be considered subject to the approval of the Community Development Director.
- C. **Outdoor Advertising Structure or Design.** Signs placed for the purpose of advertising products or services that are not produced, stored, or sold on the property upon which the signs are located shall be prohibited.
- D. **Common Area Signs.** No signs are permitted in the common area except as indicated within this Specific Plan and approved per the Sign Program.
- E. **Vehicle Signs.** No vehicle, including trailers, shall be parked for the principal purpose or advertising or display (except temporary real estate directional and kiosk signs as provided in Section 9405.071 and 9405.072). Vehicles or other signs or devices on private property or in the public right-of-way, when used as advertising devices or displays, shall be prohibited.
- F. **Light Bulb Strings and Exposed Tubing.** External displays that consist of unshielded light bulbs shall be prohibited. Exposed neon or gaseous light tubing and tivolli lighting, when the display is an integral part of the design character of the activity to which it relates, may be approved.
- G. **Interior Signs.** Interior signs visible from the exterior, or designed or installed in an externally oriented manner, shall be prohibited.
- H. **Roof Signs.** No roof signs or roof-mounted signs shall be permitted unless they are incorporated as an integral part of the design of the building's architecture.
- I. **Advertising Devices.** No advertising displays promoting commercial tenants other than those in the Specific Plan are shall be permitted.
- J. **Temporary Signs.** "A" frame signs, attraction boards, "human" signs, posters (other than on theaters or freeway elevations as permitted in Table 7.H), balloons, and sandwich board signs (including signs such as "Lotto" signs) shall be prohibited at all times.
- K. ~~Religious Assembly.~~ Sings for religious uses may only indicate facility or tenant name(s).

L. EXPOSED RAILWAYS
PROHIBITED



Approval Process

The Landlord has engaged the services of a SIGN CONSULTANT for the entire project who will assist in the review and approval of Tenant sign submissions and insure their conformance to the project's overall SIGN CRITERIA. Applicants must pay a fee of \$300.00 to the Landlord for the processing of this service.

At least thirty (30) days prior to the Landlords' scheduled delivery of the premises, Tenant shall provide the following information to the Landlord for review and approval.

Note: This information is separate from sign approval submission and store design and drawing submissions, and will be used to begin the sign design process.

Store Name;
Store Logo (in color with colors identified);
Store interior materials, colors and finishes.

Allowing reasonable time for Landlord's review and Tenant's revision of submission in advance of sign fabrication, tenant shall submit for Landlord's approval, three (3) sets of complete and fully dimensioned shop drawings of the Tenants sign to the Landlord's Tenant coordinator.

Shop drawings shall include at least the following: Tenants entire building facade elevation, showing the proposed sign, in color drawing to scale of 1/4" - 1'-0".

Storefront (partial building) elevation showing the location, size, color, construction and installation details of the Tenants proposed sign. Typical "section-through" letter and/or sign panel showing the dimensioned projection of the letter or panel face and the illumination method.

Color and material samples together with a photograph (if possible) of a similar installation.

Within ten (10) days of receipt of the sign submission, the Landlord will approve, as noted, or disapprove with comments the Tenants sign design. Tenant must respond to the Landlord's comments and re-submit within fourteen calendar days, and repeat this process until all sign design, fabrication and installation issues are resolved to the Landlord's satisfaction.

Upon receipt of final sign approvals from Landlord, Tenant may submit the proposed sign to the City of Corona, for review for consistency with sign program and the required fabrication and installation permits. Tenants are required to provide one (1) set of the Landlord approved drawings to the City of Corona, when submitting for building permits.

Fabrication

The Tenant must insure that his sign fabricator and installer understand their responsibilities before they begin the sign fabrication.

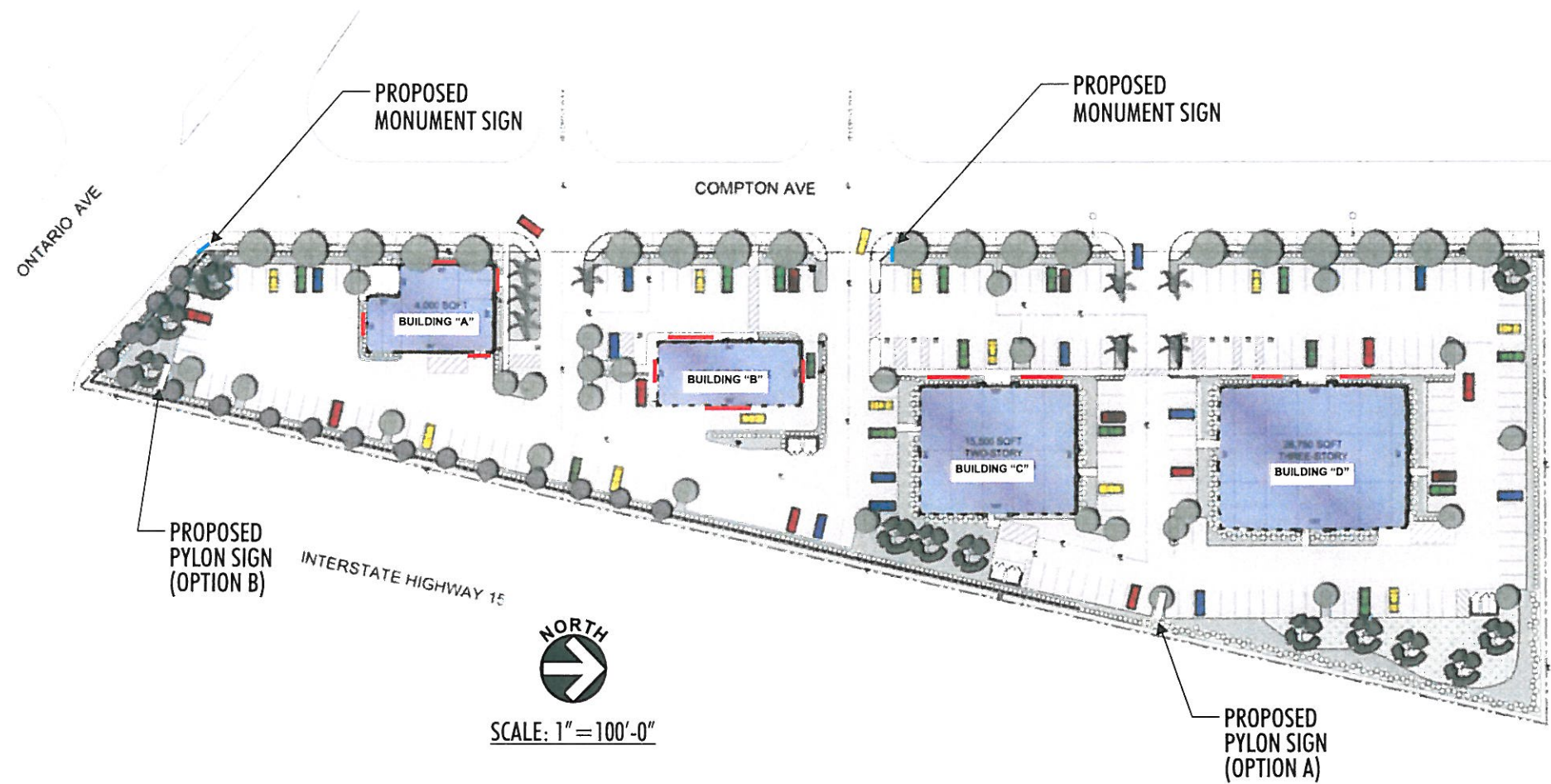
The Tenants sign contractor(s) are responsible for the following:

1. Signs must be fabricated of durable appropriate weather resistant materials complementary to the base building materials.
2. Dissimilar metals used in sign fabrication shall be separated with non-conductive gaskets to avoid electrolysis. Additionally stainless steel fasteners shall be used to attach dissimilar metals.
3. Threaded rods or anchor bolts shall be used to mount sign letters which are held off the background panel. Angle clips attached to letter sides will NOT be permitted.
4. Colors, materials, finishes shall exactly match those submitted to and approved by the Landlord.
5. Visible welds and seams shall be ground smooth and filled with auto body compound before painting.
6. No fasteners, rivets, screws or other attachment devise shall be visible from any public vantage point.
7. Finished metal surfaces shall be free from canning and warping. All sign finishes shall be free of dust, orange peel, drips and runs and shall have a uniform surface conforming to the highest industry standards.
8. Reverse channel letters shall be pinned two (2") inches from the wall. The letter return depth shall be a minimum of three (3") inches and letters shall have a clear *Lexan* backing.
9. Double neon tube shall be used where the width of the letter stroke exceed 2-1/2 inches.

INSTALLATION

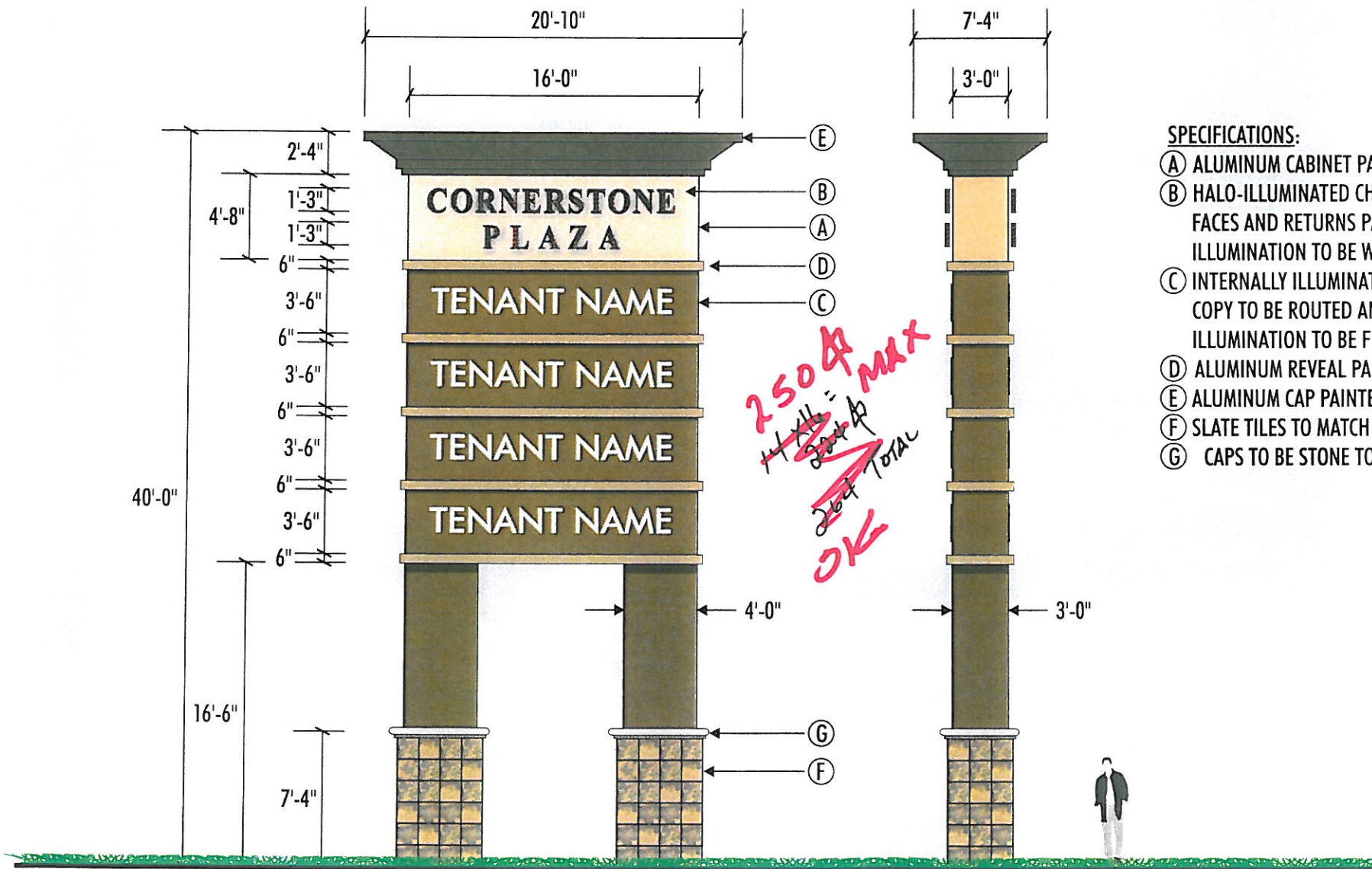
The Tenants sign installer will provide the following:

- To provide the Landlord with an original certificate of insurance naming the Landlord as an additional insured for liability coverage in the amount of One Million Dollars (\$1,000,000) prior to beginning fabrication.
- Obtain all required permits from the City of Corona, and deliver copies to the Landlord before installing the sign(s).
- Keep a Landlord approved set of sign drawings on site when installing the sign.
- Warrant the sign against latent defects in materials and workmanship for a minimum of one (1) year.



**NOTE: ALL BUILDING SIGN LOCATIONS WERE PICKED AT RANDOM.
FINAL LOCATIONS TO BE DETERMINED BY LANDLORD/OWNER.**

EXHIBIT 1 FREEWAY ORIENTED PYLON



SCALE: 1/8" = 1'-0"

SPECIFICATIONS:

- Ⓐ ALUMINUM CABINET PAINTED LIGHT BROWN (P1).
- Ⓑ HALO-ILLUMINATED CHANNEL LETTERS.
FACES AND RETURNS PAINTED FAUX RUST RED.
ILLUMINATION TO BE WHITE NEON.
- Ⓒ INTERNALLY ILLUMINATED TENANT CABINET PAINTED MEDIUM BROWN (P2)
COPY TO BE ROUTED AND BACKED UP WITH IVORY ACRYLIC..
ILLUMINATION TO BE FLUORESCENT LAMPS.
- Ⓓ ALUMINUM REVEAL PAINTED LIGHT BRONZE.
- Ⓔ ALUMINUM CAP PAINTED DARK BRONZE.
- Ⓕ SLATE TILES TO MATCH PROJECT " CALIFORNIA GOLD " .
- Ⓖ CAPS TO BE STONE TO MATCH PROJECT..

EXHIBIT 1 FREEWAY ORIENTED PYLON WITH ELEVATION

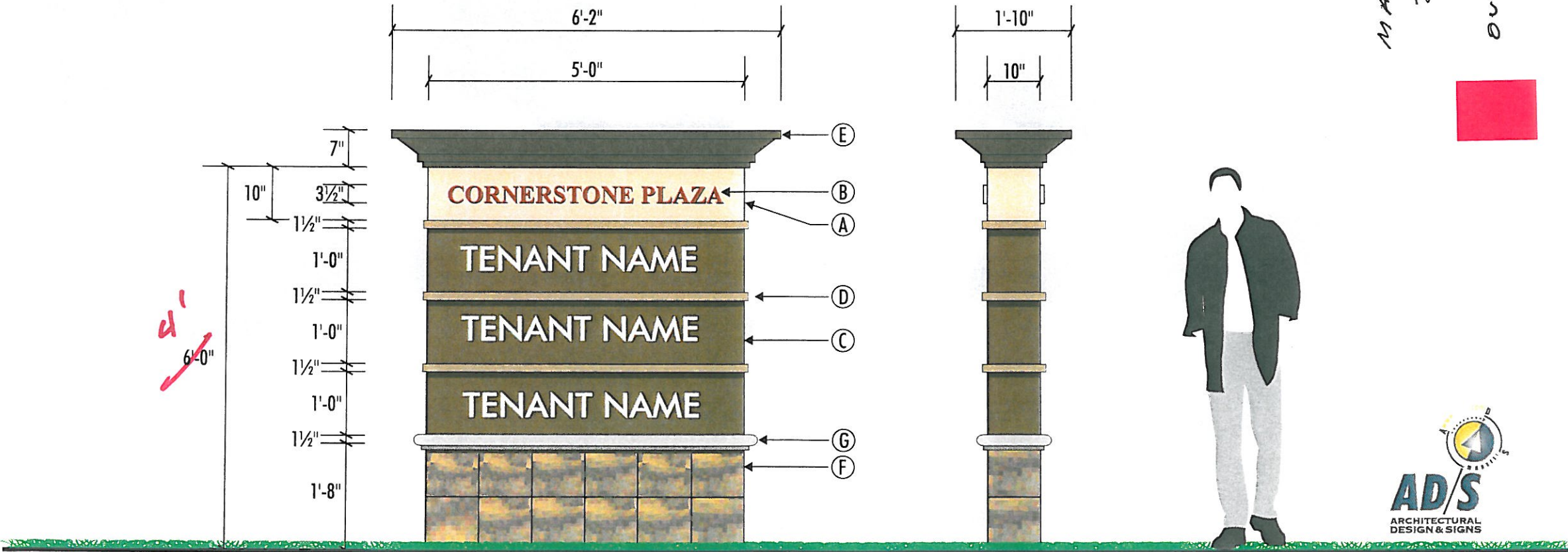


EXHIBIT 2 PROJECT TENANT IDENTIFICATION MONUMENT

SPECIFICATIONS:

- (A) INTERNALLY ILLUMINATED ALUMINUM CABINET PAINTED LIGHT BROWN (P1).
ILLUMINATION TO BE FLUORESCENT LAMPS.
- (B) COPY TO BE ROUTED AND 3/4" ACRYLIC PUSH THRU WITH RUST VINYL OVERLAY.
- (C) INTERNALLY ILLUMINATED TENANT CABINET PAINTED MEDIUM BROWN (P2) .
COPY TO BE ROUTED AND BACKED UP WITH ACRYLIC.
ILLUMINATION TO BE FLUORESCENT LAMPS.
- (D) ALUMINUM REVEAL PAINTED LIGHT BRONZE..
- (E) ALUMINUM CAP PAINTED DARK BRONZE. .
- (F) SLATE TILES TO MATCH PROJECT " CALIFORNIA GOLD ".
- (G) CAPS TO BE STONE TO MATCH PROJECT...

MAX HEIGHT 4'
33" IN AREA FOR TENANTS
11" PER PANEL
OUTSIDE SETBACK 8'



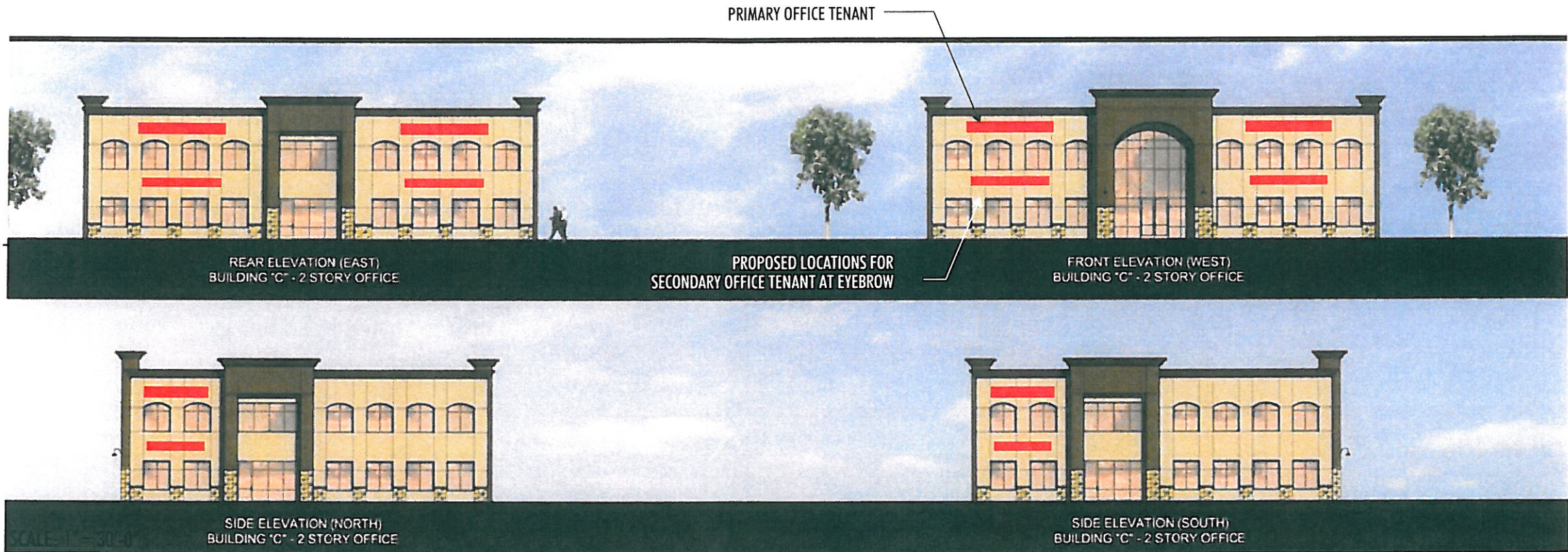
SCALE: 1/2" = 1'-0"

EXHIBIT 3 EXTERIOR OFFICE TENANT IDENTIFICATION SIGNS



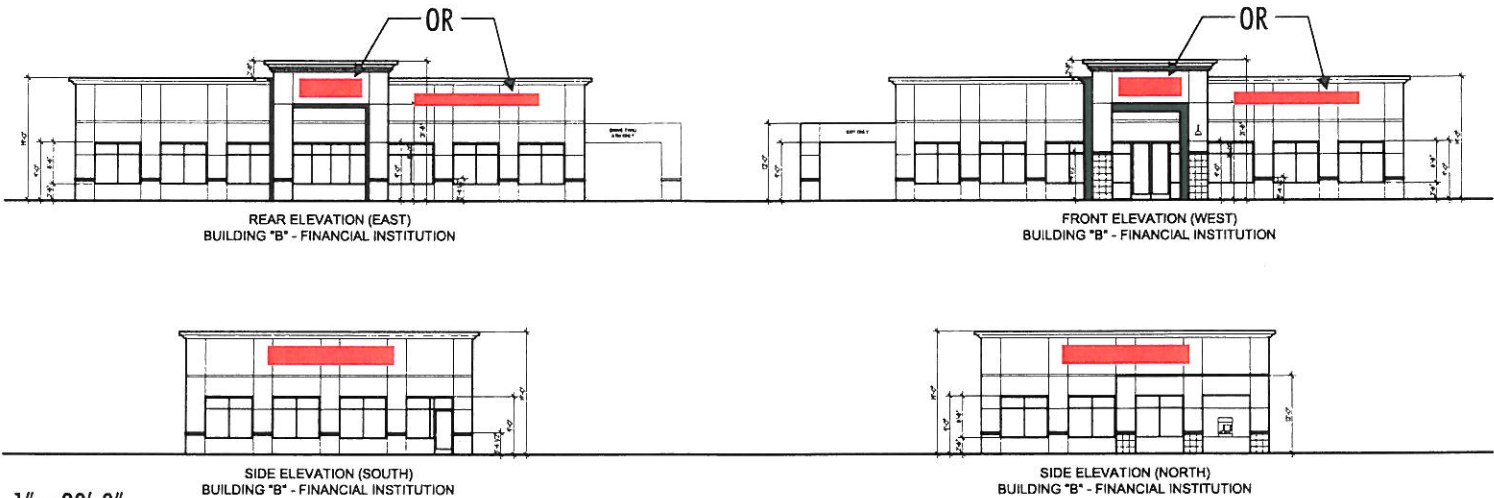
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EXHIBIT 3 EXTERIOR OFFICE TENANT IDENTIFICATION SIGNS

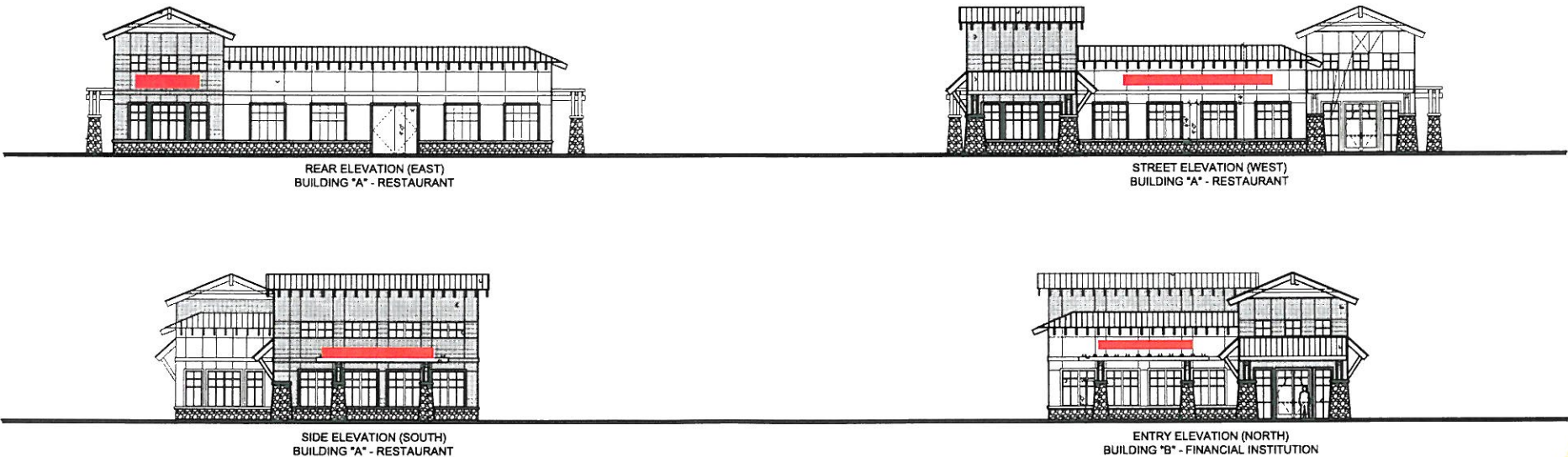


**NOTE: ALL BUILDING SIGN LOCATIONS WERE PICKED AT RANDOM.
FINAL LOCATIONS TO BE DETERMINED BY LANDLORD/OWNER.**

EXHIBIT 4 EXTERIOR PAD TENANT IDENTIFICATION SIGNS



SCALE: 1"=30'-0"



NOTE: ALL BUILDING SIGN LOCATIONS WERE PICKED AT RANDOM.
FINAL LOCATIONS TO BE DETERMINED BY LANDLORD/OWNER.